

McKinley Marina

Planning for the Future

Parks, Energy and Environment Committee Presentation
March 11, 2014

McKinley Marina

Planning for the Future

Milwaukee County retained The Sigma Group and Marek Landscaping to complete a site investigation and conceptual design for McKinley Marina North.

The primary goal was to create a recommended site plan that improved access and traffic flow, and provided improved storm water management to Lake Michigan.

Project Location

McKinley Marina, 1750 N. Lincoln Memorial Drive, Milwaukee



Project Scope (Limits)



Project Road Map – Process: Existing Conditions



Survey
Borings
Aerial mapping
Utilities
Building condition survey
(county structures)
Prior studies: Lakefront
& east side
Historic MYC information
Lake levels (historic)
Other misc.info.

Meetings & Newsletters Timeline

Stakeholder Meeting #1 February 5, 2013 at Milwaukee Yacht Club

Newsletter #1 March 7, 2013

Design Charette March 12, 2013 at Milwaukee Yacht Club

Stakeholder Meeting #2 April 17, 2013 at Milwaukee Yacht Club

Newsletter #2 April 29, 2013

Public Meeting #3 June 6, 2013 at McKinley Marina North Pavilion

Newsletter #3 June 18, 2013

User/Interested Group Identification

User Groups (located on or have direct use of the site)

- McKinley Marina Management Staff (County Parks employees)
- Milwaukee Yacht Club
- Milwaukee Area Sails and Trails (MAST)
- North Slip Tenants
- Charter Fishing Groups

Public Safety and Service Groups

- Milwaukee County Sheriff Staff
- Milwaukee Fire Department Staff
- Milwaukee Police Department Staff
- Wisconsin Department of Natural Resources Staff

Neighborhood Groups and Others

- Preserve Our Parks
- Park People
- Clean Marina Program
- Nearby Businesses
- Neighborhood Groups
- Water Quality Specialists
- City/County/Agency Staff Members



Design Charette - March 12, 2013 at Milwaukee Yacht Club



Newsletters

Newsletter #1

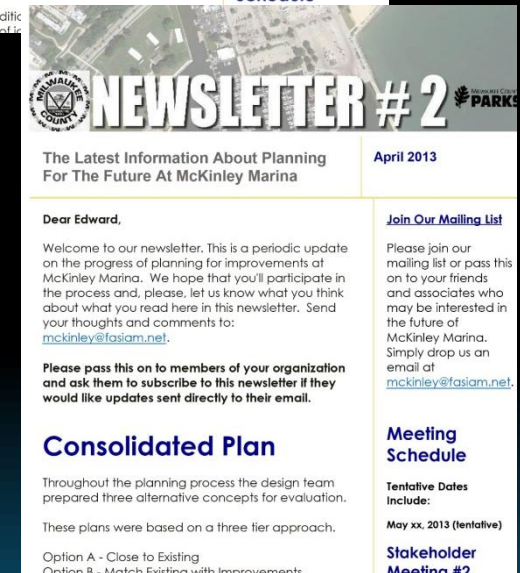
- March 7, 2013
- 555 individual emails
- 53% open rate by April 12, 2013

Newsletter #2

- April 29, 2013
- 573 individual emails
- 44% open rate by June 1, 2013

Newsletter #3

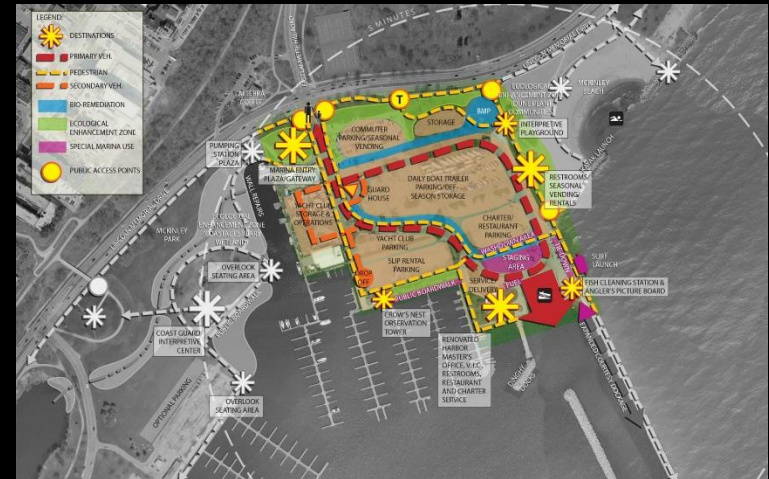
- June 18, 2013
- 584 individual emails
- 40% open rate by June 24, 2013
- The newsletter also included a link to larger site plan



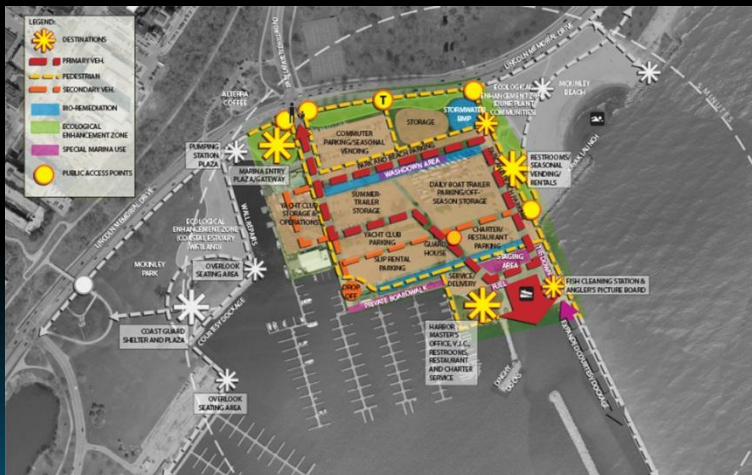
Option A



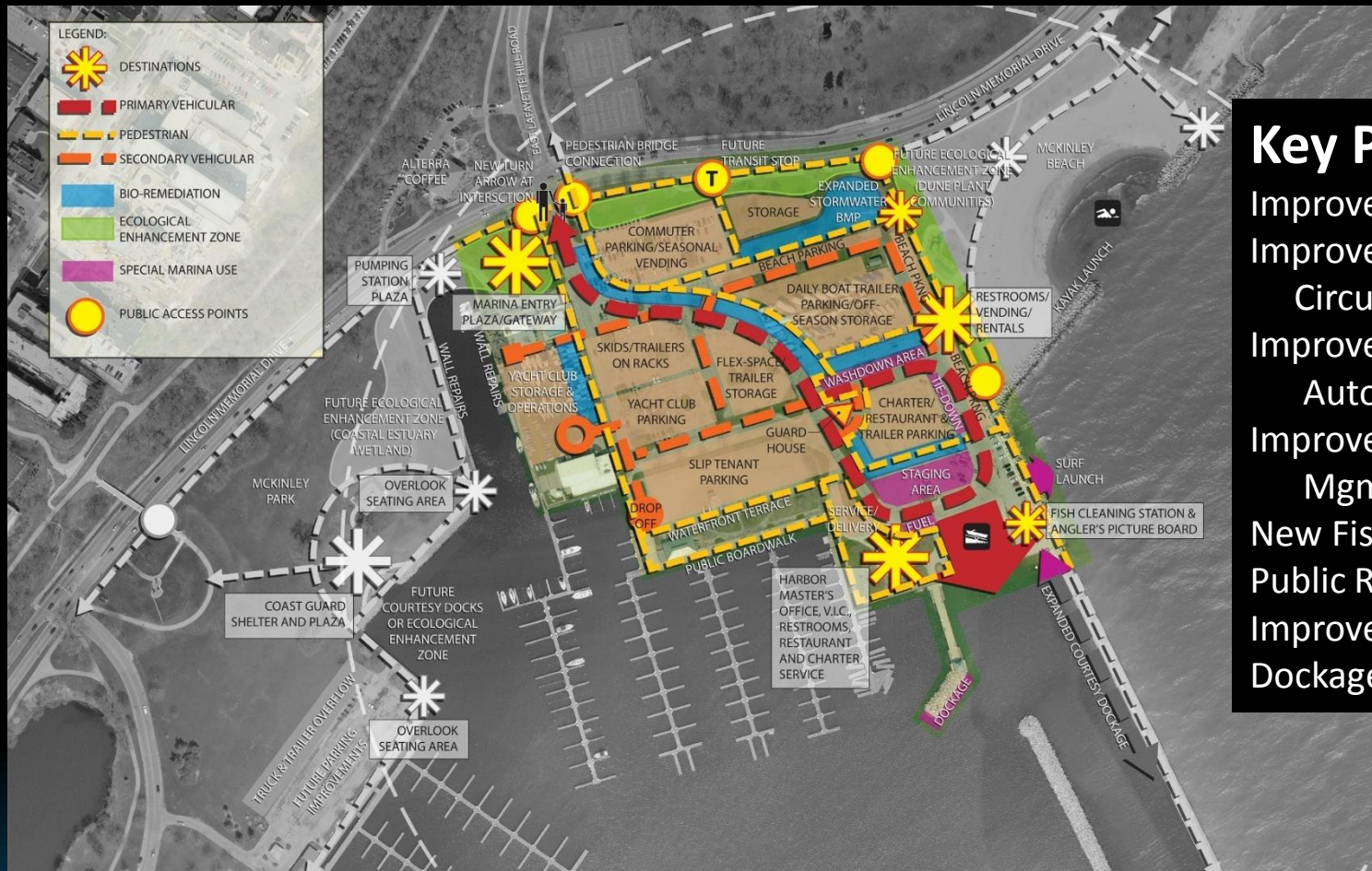
Option C



Option B



Consolidated Plan — (Includes Key Elements From Each Option)





SITE PLAN FOR MCKINLEY MARINA NORTH



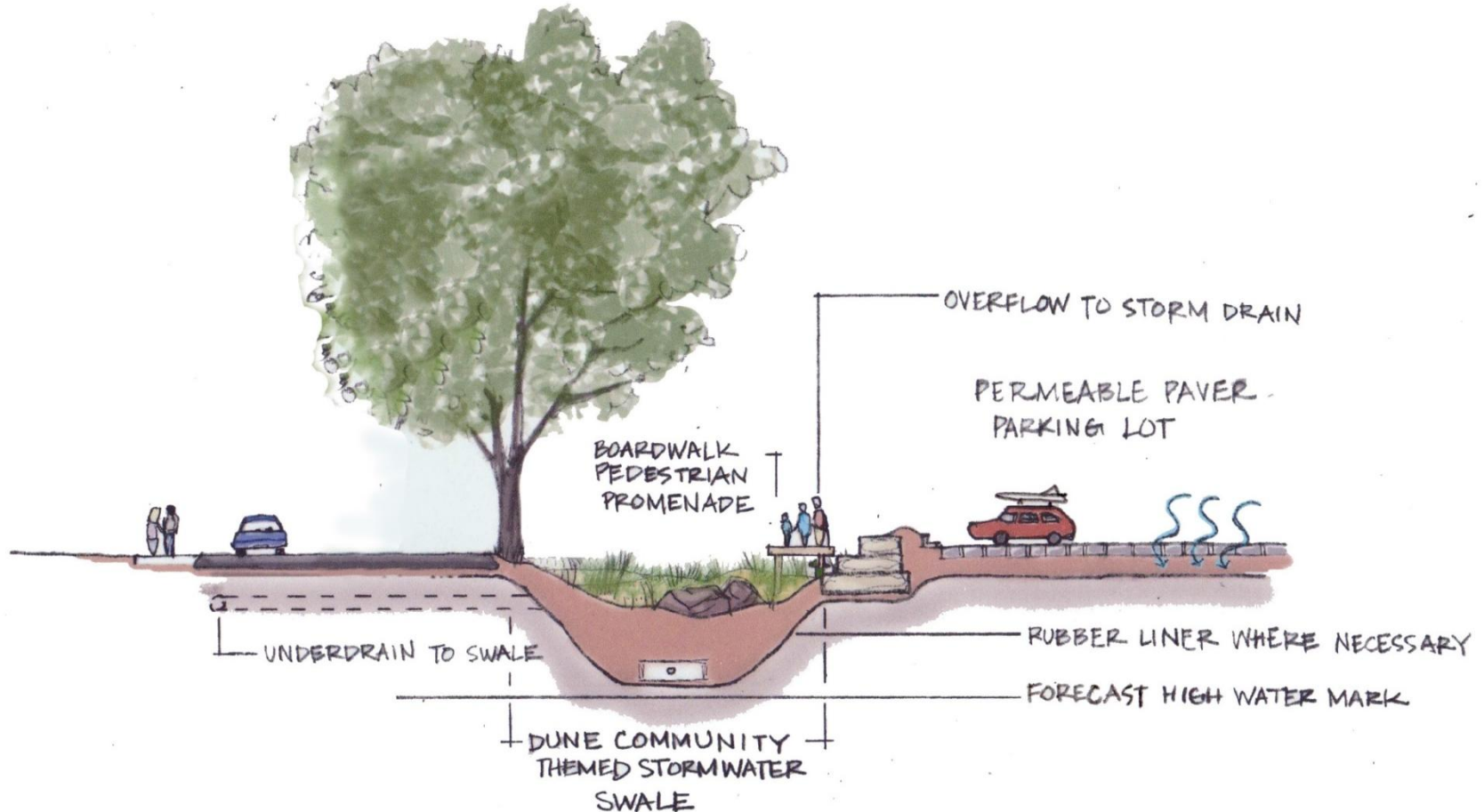
Improved Boat Launch
Improved Parking and Circulation
Improved Pedestrian / Auto Conflict
Improved Stormwater Mgmt. (sitewide)
New Fish Cleaning Station
Public Restrooms
Improved Staging
Dockage

Entry and Plaza

New Plaza
Rental/Market Space
Improved Intersection
Main Pedestrian Thoroughfare
Potential Future Parking



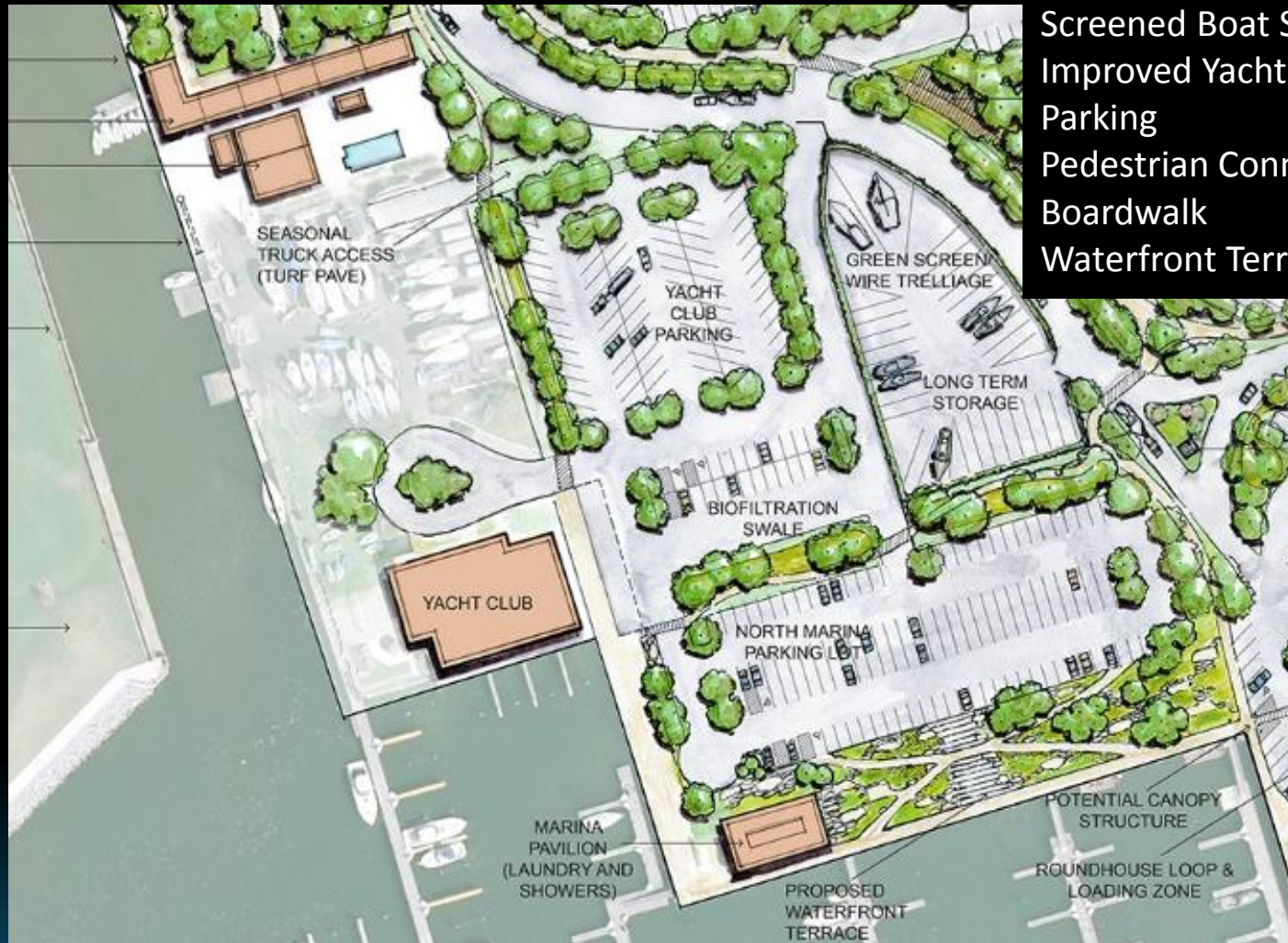
Road and Pedestrian Path Cross Section



Perspective Views



MYC, Boat Storage and North Slip Parking



Screened Boat Storage
Improved Yacht Club and Slip
Parking
Pedestrian Connection to
Boardwalk
Waterfront Terrace

Boat Launch



Relocated Guard House
Improved Roundhouse Access
New Fish Cleaning Station
Boat Wash
Make Ready Area
Charter Parking
Dinghy Storage
Courtesy Dockage

McKinley Beach Parking and Beach House





Stakeholder Meetings Top Comments

Site Improvements / Utilization

- Replace or repair the pavement
- Improved or increased lighting
- More restrooms
- Fish Cleaning Station
 - Maintain or Improve
 - Location
- Boat wash station
 - Should have easy access and should be tied to sanitary system
- Storage Space
 - Long term boat storage
 - Flex storage space
 - Dinghy storage
 - Location that is easy to use and can access launch ramp
- Future site infrastructure needs should be included in this project

Stakeholder Meetings Top Comments

Traffic / Circulation

- Improved circulation/traffic flow
 - Concerns about easy of egress from site at intersection of Lincoln Memorial Drive
- Additional entry/exit to the lot
 - Potential addition of another turning lane
- Decrease pedestrian/auto conflict
- Improved traffic signalization
 - Modification of the signal sequencing and timing
- Bike lane in and out of site should be considered.
- Parking is the single largest use of site followed by boat/trailer storage

Stakeholder Meetings Top Comments

Parking

- Parking is the single largest use of site followed by boat/trailer parking
- Increased parking
- Increased/improved parking at the roundhouse
- Better separation of MYC and general parking
- Improved/increased parking for pavilion

Stakeholder Meetings Top Comments

“...for many, this is one of the first locations they may encounter of the City of Milwaukee and that this should be planned as a picturesque and interesting “first view” for those individuals.”

Moving Forward

- **Phase I Final Report** - September 6, 2013
 - Investigation,
 - Evaluations
 - Conceptual Plans
 - Recommended Plan
- **Explore other funding opportunities**
 - Partnerships
 - Businesses
 - Grants

THANK YOU

PEEC